

Effect of Total Quality Management on the Efficiency of Employees of Maskan Bank Branches in Rasht

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Abstract: The main objective of this research was to study the effect of comprehensive quality management on employee productivity. The research method is descriptive-correlational. The statistical population of this research is all employees of Mashkan Branches in Rasht. Sampling method was used to 143 employees. The questionnaires included the standard of comprehensive quality management and employee productivity. The research hypotheses were studied using the structural equation model in Amos software version 24. The research findings indicate that total quality management (beta coefficient: 572/0), teaching and learning (beta coefficient: 250/0), human resources management (beta coefficient: 183/0), organizational standard (beta coefficient: 167 / 0), facilities (beta coefficient: 173/0) and organization (beta coefficient: 199/0) have a significant effect on employee productivity. Also, sub-components of total quality management: education and learning, internal audit, human resources management, organizational standard, facilities and organization have been able to predict 35 percent of employee productivity variance.

Keywords : Keywords: Total Quality Management, Employees' Returns

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